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KNXV-TV
PHOENIX

Flight Dates 07/09/12-07/16/12

Contract / Revision 303933 / Wil Cardon for Senate 2012

Original Date / Revision Agency Com 15%
07/06/12 07/06/12 Billing Contact

Advertiser Cardon / Republican / Senator
PO Box 288
Alexandria, VA 22313

Agency Media Placement Technology

Buying Contact Sales Office EWSDC
500 N Washington Street - Suite #31 Sales Region NAT
Alexandria, VA 22314 Agency Ref

<u>Order Sep</u>	00:20:00		
<u>Estimate #</u>	TV: 7090716 :30's		
<u>Alt Order #</u>			
<u>Billing Type</u>	Cash		
<u>Order Type</u>	GENERAL		
<u>Billing Cycle</u>	EOM/EOC		
<u>Billing Calendar</u>	BROADCAST		
<u>Demographic</u>	A25-54		
<u>Rev Codes</u>	POL	POL	CAND
<u>Product Codes</u>	PL		
<u>Priority</u>	P-3		
<u>Advertiser Ref</u>			

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	81	\$31,832.50	\$37,450.00	0.00	06/25/12	07/16/12	81	\$31,832.50	\$37,450.00
Totals	81	\$31,832.50	\$37,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N 1	KNXV	07/09/12	07/13/12	M-F 5-6am M-F 5-6am	CM	5am-6am	22112--	:30	8	\$125.00	P-3	0.00	NM	8	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/09/12	07/15/12	22112--		8	\$125.00	0.00							
N 2	KNXV	07/16/12	07/16/12	M-F 5-6am M-F 5-6am	CM	5am-6am	2-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/16/12	07/22/12	2-----		2	\$100.00	0.00							
N 3	KNXV	07/09/12	07/13/12		CM	6am-7am	22222--	:30	10	\$250.00	P-3	0.00	NM	10	\$2,500.00



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Contract / Revision 303933 Flight Dates 07/09/12-07/16/12

Hiatus Dates

Original Date / Revision 07/06/12/ 07/06/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 7090716 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Totals					
										Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7am											
				M-F 6-7am											
				Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
				Week: 07/09/12	07/15/12	22222--				10	\$250.00	0.00			
N 4	KNXV	07/16/12	07/16/12	M-F 6-7am		CM	6am-7am			2-----	:30	2	\$225.00	P-3	0.00 NM
				M-F 6-7am											
				Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
				Week: 07/16/12	07/22/12	2-----				2	\$225.00	0.00			
N 5	KNXV	07/09/12	07/13/12	M-F 7-9am		CM	7am-9am			21121--	:30	7	\$300.00	P-3	0.00 NM
				M-F 7-9am											
				Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
				Week: 07/09/12	07/15/12	21121--				7	\$300.00	0.00			
N 6	KNXV	07/16/12	07/16/12	M-F 7-9am		CM	7am-9am			2-----	:30	2	\$225.00	P-3	0.00 NM
				M-F 7-9am											
				Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
				Week: 07/16/12	07/22/12	2-----				2	\$225.00	0.00			
N 7	KNXV	07/15/12	07/15/12	Su 6-7am GMA		CM	6am-7am			-----S	:30	1	\$150.00	P-3	0.00 NM
				Su 6-7am Good Morning ,											
				Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
				Week: 07/09/12	07/15/12	-----S				1	\$150.00	0.00			
N 8	KNXV	07/09/12	07/13/12	M-F 430pm-5pm		CM	430pm-5pm			11111--	:30	5	\$400.00	P-6	0.00 NM
				M-F 430pm-5pm											
				Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
				Week: 07/09/12	07/15/12	11111--				5	\$400.00	0.00			
N 9	KNXV	07/16/12	07/16/12	M-F 430pm-5pm		CM	430pm-5pm			1-----	:30	1	\$450.00	P-3	0.00 NM
				M-F 430pm-5pm											
				Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
				Week: 07/16/12	07/22/12	1-----				1	\$450.00	0.00			
N 10	KNXV	07/09/12	07/13/12	M-F 4pm-430pm		CM	4pm-430pm			11111--	:30	5	\$200.00	P-6	0.00 NM
				4PM News											
				Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
				Week: 07/09/12	07/15/12	11111--				5	\$200.00	0.00			
N 11	KNXV	07/16/12	07/16/12	M-F 4pm-430pm		CM	4pm-430pm			1-----	:30	1	\$200.00	P-6	0.00 NM
				4PM News											
				Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
				Week: 07/16/12	07/22/12	1-----				1	\$200.00	0.00			
N 12	KNXV	07/09/12	07/13/12	M-F 5pm-530pm		CM	5pm-530pm			11111--	:30	5	\$400.00	P-6	0.00 NM
				M-F 5pm-530pm											
				Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
				Week: 07/09/12	07/15/12	11111--				5	\$400.00	0.00			
N 13	KNXV	07/16/12	07/16/12	M-F 5pm-530pm		CM	5pm-530pm			1-----	:30	1	\$450.00	P-3	0.00 NM
				M-F 5pm-530pm											
				Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
				Week: 07/16/12	07/22/12	1-----				1	\$450.00	0.00			
N 14	KNXV	07/09/12	07/13/12	M-F 6pm-630pm		CM	6pm-630pm			11111--	:30	5	\$600.00	P-3	0.00 NM
				M-F 6pm-630pm											
				Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
				Week: 07/09/12	07/15/12	11111--				5	\$600.00	0.00			
N 15	KNXV	07/16/12	07/16/12	M-F 6pm-630pm		CM	6pm-630pm			1-----	:30	1	\$450.00	P-3	0.00 NM
				M-F 6pm-630pm											
				Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
				Week: 07/16/12	07/22/12	1-----				1	\$450.00	0.00			



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Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 7090716 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Totals			
										Rate	Pri	Rtg	
N15	KNXV	07/16/12	07/16/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-----	:30	1	\$450.00	P-3	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>	
		Week: 07/16/12	07/22/12	1-----		1				\$450.00		0.00	
N16	KNXV	07/14/12	07/14/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----1-	:30	1	\$250.00	P-3	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>	
		Week: 07/09/12	07/15/12	-----1-		1				\$250.00		0.00	
N17	KNXV	07/15/12	07/15/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----1	:30	1	\$250.00	P-3	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>	
		Week: 07/09/12	07/15/12	-----1		1				\$250.00		0.00	
N18	KNXV	07/09/12	07/13/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$800.00	P-3	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>	
		Week: 07/09/12	07/15/12	11111--		5				\$800.00		0.00	
N19	KNXV	07/16/12	07/16/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	1-----	:30	1	\$750.00	P-3	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>	
		Week: 07/16/12	07/22/12	1-----		1				\$750.00		0.00	
N20	KNXV	07/14/12	07/14/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----1-	:30	1	\$450.00	P-3	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>	
		Week: 07/09/12	07/15/12	-----1-		1				\$450.00		0.00	
N21	KNXV	07/13/12	07/13/12	Friday Prime B Primetime	CM	8pm-9pm	-----F--	:30	1	\$3,000.00	P-3	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>	
		Week: 07/09/12	07/15/12	----F--		1				\$3,000.00		0.00	
N22	KNXV	07/13/12	07/13/12	Friday Prime C 20/20	CM	9pm-10pm	-----F--	:30	1	\$3,000.00	P-3	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>	
		Week: 07/09/12	07/15/12	----F--		1				\$3,000.00		0.00	
N23	KNXV	07/15/12	07/15/12	Sunday Prime A AFHV	CM	6pm-7pm	-----1	:30	1	\$2,000.00	P-3	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>	
		Week: 07/09/12	07/15/12	-----1		1				\$2,000.00		0.00	
N24	KNXV	07/09/12	07/13/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$800.00	P-6	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>	
		Week: 07/09/12	07/15/12	11111--		5				\$800.00		0.00	
N25	KNXV	07/16/12	07/16/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	1-----	:30	1	\$850.00	P-3	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>	
		Week: 07/16/12	07/22/12	1-----		1				\$850.00		0.00	
N26	KNXV	07/09/12	07/13/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$400.00	P-3	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>	
		Week: 07/09/12	07/15/12	11111--		5				\$400.00		0.00	
N27	KNXV	07/16/12	07/16/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	1-----	:30	1	\$350.00	P-3	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>	
		Week: 07/09/12	07/15/12	11111--		1				\$350.00		0.00	



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Hiatus DatesOrder Sep 00:20:00
Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 7090716 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Totals					
										Rate	Pri	Rtg	Type	Spots	Amount
N27	KNXV	07/16/12	07/16/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----		1				\$350.00		0.00			
N28	KNXV	07/15/12	07/15/12	Su 4pm/430pm News	CM	4-430pm/430pm-5-----1		:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				Su 4pm/430pm News		(4:00 PM-4:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----1		1				\$150.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 81 \$37,450.00